GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Industries & Commerce - Allotment of 329 acre for phase-I of the project in Madakasira, Sri Sathya Sai District to M/s. Media Matrix Worldwide Limited for establishment of Artillery ammunition shell and TNT filling, Multimode Hand Grenade (MMHG) manufacturing unit @ INR 7 Lakh/acre, on par with the similar unit in the neighborhood area and allotment of 671 acre land for Phase-II of the project under LA for others policy of APIIC, for onward allotment of lands to the firm, on actual cost basis – Orders – Issued.

Industries & Commerce (Infra) Department

G.O.MS.No. 62 Dated: 19-04-2025

Read the following;

1. Minutes of the State Investment Promotion Board (SIPB) meeting held on 10.04.2025.
2. From the GA(Cabinet) Department, U.O.No.104/2025, dt.15.04.2025.

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M/s Media Matrix Worldwide Limited has sought 1,000 acres land near Madakasira, Sri Sathya Sai District for establishing Artillery ammunition shell and TNT filling, Multi-mode Hand Grenade (MMHG) manufacturing unit. The proposed investment in the project is about INR 1197 Crores with an employment potential of about 870, in two phases - Phase-1 to be developed in an extent of 329 acres of lands available with an employment potential of570 and Phase-2 to be developed in an extent of 671 acres with an employment potential of 300, thus a total of 1,000 acres. It has requested to allot the available lands for Phase-1 @ INR 7 Lakh/acre against the allotment price of INR 21.95 lakhs / acre, on par with allotment to a similar unit in the neighborhood area vide GO MS No.83, I&C (INFRA) dated 26.11.2024 and allotment of 671 acre land for Phase-II of the project under LA for others policy of APIIC.

2. Accordingly, the request of the M/s Media Matrix Worldwide Limited has been placed before the State Investment Promotion Board (SIPB) meeting held on 10.04.2025 with the recommendations of the State Investment Promotion Committee (SIPC). After deliberation on the proposal of M/s Media Matrix Worldwide Limited and SIPC recommendation, the SIPB, has approved the following:

a) Allotment of 329 acre for phase-I of the project in Madakasira, Sri Sathya Sai District to M/s. Media Matrix Worldwide Limited for establishment of Artillery ammunition shell and TNT filling, Multimode Hand Grenade (MMHG)manufacturing unit @ INR 7 Lakh/acre, on par with the similar unit in theneighbourbood area.

b) Permission to APIIC to proceed with the land acquisition and allotment of671 acre land for Phase-II of the project under LA for others policy of APIIC, for onward allotment of lands to the firm, on actual cost basis.

c) Directed Industries Department to evolve a Policy for Common Storage Area for storage of ammunition materials to optimize the land utilization for similar Defence projects.

3. After careful consideration of the decision of the State Investment Promotion Board (SIPB), Government hereby approves the Allotment of 329acre for phase-I of the project in Madakasira, Sri Sathya Sai District to M/s.Media Matrix Worldwide Limited for establishment of Artillery ammunition shell and TNT filling, Multimode Hand Grenade (MMHG) manufacturing unit @INR 7 Lakh/acre, on par with the similar unit in the neighborhood area, vide GO MS No.83, I&C (INFRA) dated 26.11.2024.

4. Further, Government hereby permit the Vice Chairman and Managing Director, A.P. Industrial Infrastructure Corporation to proceed with the land acquisition and allotment of 671 acre land for Phase-II of the project under LA for others policy of APIIC, for onward allotment of lands to the firm, on actual cost basis.

5. The Director of Industries, AP, shall evolve a Policy for Defence manufacturing sector including Common storage facilities, duly coordinating with the Ministry of Defence, Government of India and other licensing authorities, for optimum utilization of lands for such projects requiring large
extent of lands.

6. The Director of Industries, and the Vice Chairman and Managing Director, APIIC and the District Collector, Sri Satya Sai District shall take necessary action accordingly, in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

N YUVARAJ
SECRETARY TO GOVERNMENT

To

The Director of Industries, AP, Mangalagiri.
The Vice Chairman & Managing Director,APIIC towers, IT Park, Mangalagiri
The District Collector, Sri Satya Sai District.
Copy to:
The GA (Cabinet) Department
The Revenue Department.
The PS to Secretary to C.M
The OSD to Minister (I&C, FP)
The OSD to Chief Secretary to Government
The PS to Secretary to Govt (I&C)
Sf/Sc (2796250)

//FORWARDED::BY ORDER//

SECTION OFFICER